

# **Call for an Open Education Internship Project in the COLOURS European University Alliance**

**at the**

**District of Paderborn (Office for Commerce and Tourism)**

- Paderborn University -

## **Description of the Project**

This internship project is offered by the District of Paderborn, in particular by the Office for Commerce and Tourism.

The Office of Commerce and Tourism offers **one** internship project. Students applying for this project will need to indicate their preferred project topic in their application - the two possible topics that can be chosen are as follows:

- 1. Regional tourism development in Paderborn: Offers, expectations and recommendations from a student perspective**
- 2. Creating attractive and sustainable offers of accommodation and hospitality for two Paderborn municipalities: Concepts and solutions for Altenbeken and the city of Lichtenau**

The project can be worked on by students in a blended format, and will last up to 12 weeks. The internship project can start any time from September and needs to be finished by December 2025.

## Tasks and objectives of the internship project work

Further background information about the two possible internship topics that students can choose from:

### **1. Regional tourism development in Paderborn: Offers, expectations and recommendations from a student perspective**

This challenge aims to gain insights into how students perceive and make use of leisure and tourism offers in the Paderborn region. The aim is to better understand the needs and expectations of this target group in order to further develop existing offers in line with their interests and demand and to communicate them in a more targeted manner.

Central questions are:

- How do students perceive the existing leisure and tourism offers in the Paderborn region?
- What needs, wishes and expectations do they have with regard to regional leisure activities?
- Which channels and formats can best be used to reach them?
- What offers do they feel are missing?
- How can their interest in existing offers be increased?

The goal is to visualise the student perspective and derive practical recommendations for regional tourism development.

As part of the internship, students should research and work on the following tasks, questions and analysis:

- Develop and carry out a target group analysis focusing on students
- Plan and implement survey methods
- Evaluation of all data in relation to usage behaviour, interests and communication channels
- Identification of gaps in services from the target group's perspective
- Development of proposals for better addressing and integrating students into existing leisure and tourism offers

The overall goal is to develop practical recommendations for regional stakeholders (e.g. tourism associations, local authorities, leisure facilities), in order to help them addressing student target groups more specifically and promote their involvement in the region's leisure and cultural life.

## **2. Creating attractive and sustainable offers of accommodation and hospitality for two Paderborn municipalities: Concepts and solutions for Altenbeken and the city of Lichtenau**

The „Paderborner Land“ is a region with a diverse landscape that offers numerous outdoor activities such as cycling, hiking and walking. However, many of these activities take place in rural areas where there are few or no catering facilities, such as cafés, restaurants and overnight accommodation. The municipality of Altenbeken and the city of Lichtenau will be the focus of this analysis.

### Central questions are:

- Which alternative options are there to provide guests with a valuable nature experience including a good offer of accommodation and hospitality?
- How can new sources of income for municipalities be developed through tourism, using the example of the two municipalities of Altenbeken and the city of Lichtenau?
- How can tourism contribute to strengthening the economy in sparsely populated areas?
- What requirements do visitors (e.g. cyclists, hikers) have in terms of food options and rest areas as well as overnight accommodation?

The challenge is to develop creative, practicable and sustainable solutions for hospitality shortages - both in the area of food options and overnight accommodation - in recreational areas close to nature, taking into account the perspective of both users and regional providers.

As part of the internship, students will work on analysing and developing creative solutions to the problem of the lack of hospitality infrastructure in areas close to nature.

The specific tasks include:

- Developing creative concepts that raise the profile of Altenbeken and the city of Lichtenau as nature-based tourist resorts with a good offer of accommodation and hospitality and open up sustainable sources of income.
- Identification of supply gaps along heavily frequented routes
- Surveying user needs through surveys, interviews or observations (e.g. of excursionists, tourists, locals)
- Research best-practice examples from other regions (this could also be a region based in one of the COLOURS partner countries), such as mobile catering, cooperation with farms, pop-up offers in the catering and accommodation sector, or others.
- Development of concept ideas to improve the provision of catering (e.g. location proposals, types of offer, operator concepts)
- Development of recommendations for action for municipalities and potential regional providers

The aim is to develop practical solutions that provide guests with an attractive nature experience and, at the same time, support the development of tourism and the economic growth of the municipalities of Altenbeken and the city of Lichtenau.

## Project execution and set-up:

- **(Virtual) exchange and collaboration** between students from at least 2 COLOURS partner institutions from the same or different study fields/ disciplines related to the project task
- **(Virtual) Kick-off Meeting** and interim feedback by the designated contact person(s) at the Office of Commerce and Tourism in the District of Paderborn
- **Academic mentorship via two mentors:** One from UPB plus at least 1 COLOURS partner institution act as supervisors for project work

- **Project outcomes** will need to be presented by the students as final presentation to a relevant board, e.g. the regional tourism advisory board, as well as a written report. Any grading or ECTS allocation must be arranged individually between students and their academic mentors.
- **Programme:** Economics and business administration, Humanities, Social sciences, or other programmes
- **Subject(s):** Business & Economics, Sociology, Media & Communication Studies or other relevant fields
- **Level:** Any
- **External Partners:** District of Paderborn – Office for Commerce and Tourism
- **Timing (Dates) of internship:** From September until December 2025
- **Duration/ Length in weeks:** 12 weeks (or shorter, if tasks are completed earlier) in the above mentioned timing
- **Mobility Type:** blended
- **Financing Options:** none (students are encouraged to apply for ERASMUS+ funding at their home institution)
- **Language:** B2 level of English proficiency required (other languages may be used in the joint project setting in consultation with the academic mentors/supervisors).

## Application:

To apply, please submit a motivation letter outlining your academic background, experience and reasons for applying to one of the above-mentioned internships, along with your CV, to Mouna Amhoud ([implementation.colours@uni-paderborn.de](mailto:implementation.colours@uni-paderborn.de)). Applications can be submitted until **15 August 2025**. Applicants must have or find a mentor at their home institution who is willing to supervise their work.

If you have any questions about this process, please contact Mrs. Amhoud.

## COLOURS European University Alliance

Since January 2024, Paderborn University has been coordinating the [Colours European University Alliance](#), funded by the European Commission with approximately 14 million euros. The initiative aims to foster long-term collaboration in research, teaching, and knowledge transfer, enhance international visibility, and promote the mobility of students and researchers across Europe.

COLOURS stands for *"COLlaborative innOvative sUstainable Regional univerSities,"* and focuses on *open innovation, challenge-based teaching, challenge-based learning, and impact-driven research*. These topics are closely linked to the regional *"Smart Specialisation Goals"*: Health and Well-being, Food Production, green transition & IT and digitalisation. Through this approach, COLOURS seeks to drive social and technological innovation for citizens across Europe and accelerate progress through strategic cooperation.

Through hands-on, challenge-based activities like the Open Education Internship Projects, the Alliance aims to engage students from all COLOURS partners, empowering them to contribute actively and collaborate in developing innovative solutions while fostering cultural exchange.

Alongside Paderborn University as the coordinating institution, the Alliance includes Le Mans University (France), the University of Castilla-La Mancha (Spain), the University of Ferrara (Italy), Kristianstad University (Sweden), Jan Długosz University in Częstochowa (Poland), Josip Juraj Strossmayer University in Osijek (Croatia), Ventspils University of Applied Sciences (Latvia), as well as St. Kliment Ohridski University in Bitola (North Macedonia). Additionally, Lesya Ukrainka Volyn National University (Ukraine) is an associated partner.